DynamicETA

TRANSFORMING THE AUTOMOTIVE INDUSTRY, ONE DELIVERY AT A TIME

In today's fast-paced automotive industry, knowing not just when your shipments are scheduled to arrive, but when they will actually show up on the dock, has never been more crucial. In an industry built on just-in-time delivery, a single delayed shipment can stall an entire production run. Fortunately, we have a solution.

DynamicETA Overview

FourKites' DynamicETA uses a purpose-built machine learning algorithm for the most accurate ETA on the market. By analyzing more than 150 data points associated with a single load — including shipper, carrier, lane, rest patterns, load, traffic and weather — this powerful tool is capable of learning continuously from millions of monthly shipments, allowing shippers and manufacturers to unlock more precise arrival times than ever before.

Maximize efficiency of warehouse and dock labor	Optimize Just-In-Time delivery models for inbound shipments	Minimize reliance on safety stock and eliminate inventory shortages	Strengthen customer communication and satisfaction

Success Story:
FourKites Helps Major Automotive Manufacturer Improve Ability to Identify Late Loads

One Fortune 50 auto manufacturer wanted to better manage shipments in transit to their manufacturing facilities. They chose FourKites' DynamicETA to identify which loads were running behind schedule, and determine when they would actually arrive. Using data assembled from the world's largest global network of enterprise shippers and data providers, and monitoring more than 150 different data points and load attributes, FourKites was able to deliver the automotive manufacturer with a more accurate picture of their inbound supply chain than ever before. The company's ability to identify late loads grew from about 5% using traditional ETA technology, to **over 98% of late loads** using FourKites' DynamicETA solution.

The DynamicETA Difference

5% of Late Loads are Identified → **98%** of Late Loads are Identified

*by **traditional ETA** providers, using only best-case-scenario estimates.*

*by **DynamicETA,** using machine learning on historic and real-time data.*

Learn More
For more information, please contact us at **sales@fourkites.com** or call **1-888-466-6958.**